

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Craig Mowry

Serial No.: 09/808,538

Filed: March 14, 2001

Confirmation No.: 3814

Date: June 4, 2009

Group Art Unit: 3622

Examiner: Arthur D. Duran

For: A METHOD AND SYSTEM FOR COMPILING A CONSUMER-BASED
ELECTRONIC DATABASE, SEARCHABLE ACCORDING TO INDIVIDUAL
INTERNET USER-DEFINED MICRO-DEMOGRAPHICS

VIA EFS-WEB

Commissioner for Patents

P.O. Box 1450

Alexandria, Virginia 22313-1450

APPLICANT INITIATED INTERVIEW REQUEST FORM

I. Tentative Participants:

- (1) Applicant's counsel - Joel J. Felber (Registration No. 59,642, Ostrolenk Faber LLP)
- (2) Applicant's outside counsel - Charles R. Macedo (Registration No. 32,781, Amster, Rothstein & Ebenstein LLP)
- (3) Applicant - Craig Mowry

II. Proposed Date of Interview: Wednesday, June 10, 2009 Proposed Time: 11:00 a.m.

III. Type of Interview Requested:

(1) Telephonic (2) Personal (3) Video Conference

IV. Exhibit To Be Shown or Demonstrated: YES NO

If yes, provide brief description:

Issues To Be Discussed

Issues (Rej., Obj., etc.)	Claims/Fig. #s	Prior Art
§103	Claims 90-159	U.S. Patent No. 6,236,975 to Boe, et al.

Brief Description of Arguments to Be Presented:

Applicant submits herewith and for discussion purposes only, a proposed amended claim 90 for the Examiner's review.

Proposed claim 90, as amended, is patentable over Boe, et al.

Miscellaneous

An IDS citing art that has recently come to the attention of the applicant is forthcoming in advance of the interview.



Applicant/Applicant's Representative Signature

Joel J. Felber
Typed/Printed Name of Applicant or Representative

59,642
Registration Number

Proposed Amendment to Claim 90
For Discussion Purposes Only

90. (currently amended) A method for searching for information identifying and contacting individuals via a network comprising the steps of:

(a) storing, on one or more processor readable media that are operatively coupled to one or more processors, at least one database comprising:

- (i) electronic trait information comprising information representing traits of a plurality of persons;
- (ii) electronic preference information comprising information representing preferences of the plurality of persons;
- (iii) electronic identification information comprising at least one of visual and audio information representing at least one person of the plurality of persons; and
- (iv) electronic advertiser relevant information comprising information related to one or more of products and services associated with one or more advertisers and further related to at least one of trait and preference valued by at least one of the one or more advertisers;

(b) receiving, via a communication device that is operatively connected to the one or more processors, a first electronic request for information, from a first user computing device operated by a first user, about at least one person within a first demographic, wherein the first demographic is defined by at least a first group of one or more of traits and preferences stored in the at least one database;

(c) determining, by the one or more processors, first electronic responsive information that comprises information which is at least responsive to the first electronic request;

(d) transmitting, via the communication device to the first user computing device, the first electronic responsive information;

(e) generating, by the one or more processors, first electronic fact information using the advertiser relevant information in case electronic trait information and electronic preference

information associated with the first user corresponds with the at least one of trait and preference valued by the at least one of the one or more advertisers, wherein the first electronic fact information includes a brand of the at least one or more advertisers and relates to the first electronic responsive information and further relates to a second demographic defined by at least a second group of one or more of traits and preferences stored in the at least one database, and further wherein at least one trait or preference of the second demographic is not included in the first demographic defined by the first request for electronic information; and

(f) transmitting, via the communication device, to the first user computing device, the first electronic fact information; and

(g) receiving, via the communication device, from the first user computer device, message information representing at least one of the plurality of persons who is within the second demographic.